

The most comprehensive up-to-date reference available...

Optical Publishing Directory

What you'll find in this ne

Professionals in the field need detailed information on published CD-ROM and other optical products in such categories as business, education/academic, and finance. The second edition of the *Optical Publishing Directory* by Richard A. Bowers (formerly the *Optical/Electronic Publishing Directory*) is the most current and comprehensive source available and we'll keep it that way by providing two 1987 updates.

The Optical Publishing Directory...

- ☐ Focuses extensively on optical products that are available for sale now—not tests or demos
- ☐ Contains over twice as many product listings as the 1986 edition
- ☐ Details information on new products, applications and trends
- ☐ Provides an objective view of the optical marketplace.

The *Optical Publishing Directory* is an objective, unbiased view of the state-of-the-marketplace for anyone involved in the optical publishing area. Over 84 products from vendors are detailed. Semi-annual updates ensure coverage of new products, applications and trends.

Sample Product Profile

Location

Source

Type

Format

Detailed description

Configuration

Price

Detailed notes

POISINDEX

Micromedex, Inc.
660 Bannock St., Suite 350
Denver, CO 80204-4506
(800) 525-9085

Original source: same

Type: Reference

Format: CD-ROM

Description: According to Micromedex: "The POISINDEX system is a detailed toxicology database designed to identify and provide ingredient information for over 300,000 commercial, industrial, pharmaceutical and botanical substances. It also provides detailed management/treatment protocols in the event of a toxicology problem due to ingestion, absorption or inhalation of any of the substances included. POISINDEX is indexed by brand/trade name, manufacturer's name, generic/chemical name, street/slang terminology, botanical and common names." First shipped in May, 1985. This is one component of a complete "Computerized Clinical Information System" available in CD-ROM and other formats.

Disc Drive Mfr: Hitachi

Drive available with subscription?: Yes

Search software: Reference Technology

Update: Quarterly

Configuration: IBM PC/XT, Zenith (or compatible) - requires 512K memory, MS-DOS 2.1.

Price: Prices for subscription vary depending on number of publications included and number of copies - range \$3000-8000 (qty 1).

Notes: Market is hospitals and medical facilities. First shipped in May, 1985. This is one component of a complete "Computerized Clinical Information System" available in CD-ROM and other formats. Also available are remote access and networked versions, allowing an inexpensive PC to serve a number of other users both on- and off-site.

Detailed Information
For All
Available CD-ROM
and Optical Products

w directory...

Product Profiles...Detailed listings for publications and data products on CD-ROM and other optical products—products that are *available now*—in such categories as business, education, finance and more.

Information Provider Profiles...Containing up-to-date information on the publishers of optical products—with name, address, contact, publication, format and more. Pertinent data that saves you time.

Glossary...Optical publishing, like all new areas, has coined its share of jargon. The *Optical Publishing Directory* provides a glossary covering all terms that apply to this new medium. What is replication when used in reference to optical products? What is a terabyte? The glossary defines these terms and many more.

Hardware and Alternative Optical Products...The best source for appropriate disc drives for optical data products are the vendors of the publications. *Optical Publishing Directory* lists all available CD-ROM drives and video-disc players and controllers. Directory updates will keep you informed of all new products, alliances and capabilities.

Service Vendors...Complete profiles on service vendors that includes information on software and hardware support—OEM/packaging, and a current list of products.

In the Alternative Optical Products section, read about such current products as WORMS, lasercards and softstrips.

Order Form

Please send me the titles indicated:

☐ Yes! Rush me the *Optical Publishing Directory* immediately. I'll also receive two updates in 1987. (\$45.00 plus \$2.00 for shipping and handling. Published in looseleaf format.

☐ Yes! Start my subscription to *Electronic and Optical Publishing Review* (\$68.00). New subscribers receive all back issues in current volume. Subscription on a calendar year only.

Total order \$ _____

☐ Payment enclosed. ☐ Bill me.

Invoice # _____

I prefer:

☐ Visa ☐ MasterCard

Card # _____ Exp. date _____

Signature _____

Name _____ Title _____

Company _____

Street Address _____

City, State, Zip _____

Telephone # _____



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Information, Inc.**

143 Old Marlton Pike
Medford, NJ 08055-8707

Pat

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660 Bannock St., Suite 350
Denver, CO 80204-4506
(800) 525-9083

Original source: same

Type: Reference

Format: CD-ROM

Description: According to Micromedex: "The POISINDEX system is a detailed toxicology database designed to identify and provide ingredient information for over 300,000 commercial, industrial, pharmaceutical and botanical substances. It also provides detailed management/treatment protocols in the event of a toxicology problem due to ingestion, absorption or inhalation of any of the substances included. POISINDEX is indexed by brand/trade name, manufacturer's name, generic/chemical name, street/slang terminology, botanical and common names." First shipped in May, 1985. This is one component of a complete "Computerized Clinical Information System" available in CD-ROM and other formats.

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